

Message Text

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12

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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P R 220936Z NOV 74

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TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 3512

UNCLAS TAIPEI 7009

USDOC FOR OIM/FE - SONNE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: CLOSING DAY REPORT

(1) AUTOMATED BUSINESS EQUIPMENT EXHIBITION

(2) USTC, TAIPEI, NOVEMBER 19-22, 1974

(3) 23

(4) \$252,800

(5) \$3,127,440

(A) \$ 480,200

(B) \$2,647,240

(6) 2 (SEEKING SUB-AGENTS)

(7) 3

(8) 10

(9) NA

(10) 3978 (INCOMPLETE)

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(11) ALL EXHIBITORS ACHIEVED THEIR PRIMARY OBJECTIVE FOR PARTICIPATION WITH 16 OF THE 23 PARTICIPANTS REPORTING OFF-THE-FLOOR SALES. A TOTAL OF 3186 SALES LEADS WERE IDENTIFIED FOR FUTURE FOLLOW UP.

(12) THE EXHIBITION HALL WAS FULLY UTILIZED BY THE 23 EXHIBITORS AND THE AISLES WERE COMPLETELY FILLED FROM OPENING UNTIL CLOSING AS NEARLY 4000 BUYERS VISITED THE TRADE CENTER. ON THURSDAY NOV. 21, ONE THOUSAND EIGHTY-SIX INSPECTED THIS INTERESTING EXHIBITION.

MAJOR GENERAL, PU JEN, DIRECTOR OF THE COMMUNICATIONS & ELECTRONICS DEPARTMENT, CHINESE AIR FORCE HEADQUARTERS AND 22 MEMBERS OF HIS STAFF WERE GIVEN A SPECIAL SHOWING FROM 9:00 TO 10:00 AM ON THURSDAY. DURING THURSDAY AFTERNOON 44 MEMBERS OF THE CHINESE ARMY LOGISTICS COMBINED SERVICE FORCE TOURED THE EXHIBITION. NEARLY ALL EXHIBITORS USED DEMONSTRATION TECHNIQUES IN CONNECTION WITH THEIR DISPLAY WHICH ADDED IMMEASURABLY TO THE VISITORS' INTEREST DURING THIS SUCCESSFUL EXHIBITION.
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